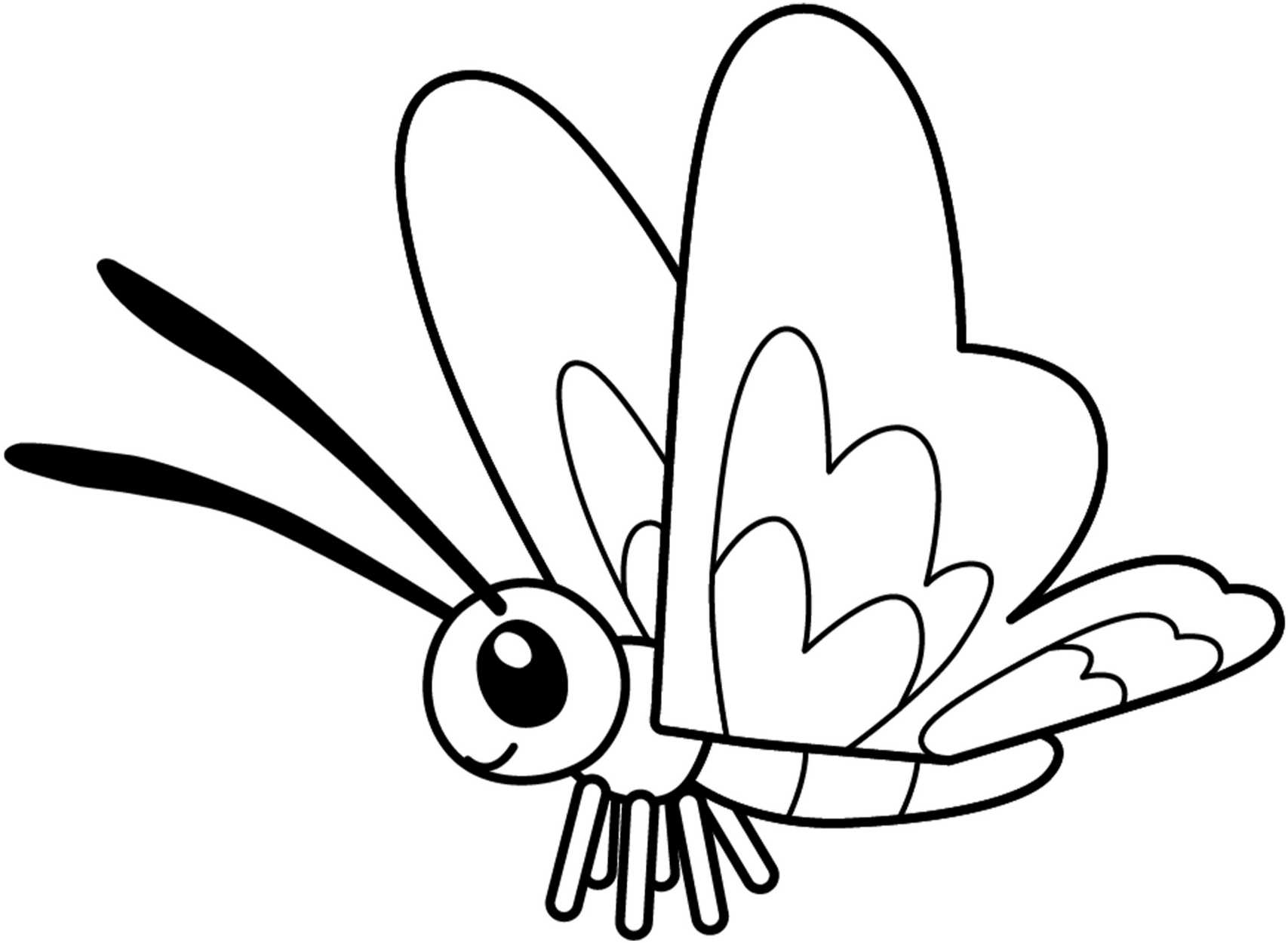THE SIGN